



***SPORT
BUSINESS
NETWORK***



***A DIFFERENT KIND OF
BUSINESS NETWORK***

www.sportbusinessnetwork.com

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**SPORT HAS THE
POWER TO CHANGE
THE WORLD”**

Nelson Mandela / *Laureus World Sports Awards*
www.youtube.com/user/LaureusTV#p/search/0/-9awPf5SJIE



**IF YOU LOVE SPORT, YOU
WILL LOVE THE SBN**

If you do business with sport, you will grow with the SBN. If you have made great business contacts through sport, you will make many more with the SBN. And if you think sport is a fundamental part of society's well being, you will be inspired by the SBN.

The **Sport Business Network** is a simple but effective concept. It is a business network which has sport at its heart and business in its soul.

Our members all appreciate the value sport brings to business relationships so they immediately have something in common with the people they meet when they join us. Sport breaks the ice and then creates the platform for building the most outstanding long term business relationships.

It is effective, it works and what's more it is great fun.

MEMBER BENEFITS

- Unrestricted access to a growing network of successful, ambitious and mutually supportive senior business people, their businesses, and their contacts
- Invitations to at least ten SBN events
- Invitations to SBN and partner golf days
- Use of our unique **Managed Networking** system to increase the number of contacts you make
- Opportunities to meet influential people from the world of community sport and build your own corporate social investment strategy with SBN's community sport contacts
- Access to a range of professional and semi professional sporting events
- The SBN e-newsletter and e-alert system to communicate your business milestones and successes to a wider audience
- **Sports rewards** points for referring your contacts to the SBN - redeemable against fantastic sporting events and experiences
- SBN seminars and one-to-one meetings. Become a **connector** - and learn how to build an effective business network
- Brand benefits by joining our social campaign **Off the Street Corner** which is designed to get more young people into sport with the help of our sports partners

A DIFFERENT KIND OF NETWORK

NETWORKING IS NOT SELLING

If you join a network with the express intention of selling your product or service to as many people as possible you will fail. That is not to say that building a network is not about business development – it is, but you need to be able **to play the long game.**

The SBN is unlike most other networks. There are no elevator pitches, no enforced lead swapping and no pressure to attend weekly events. SBN members appreciate the fact that we treat them like the serious and successful business people they are. We create the environment and they create the energy.

Our members are invited to a minimum of 10 events a year. These are a combination of breakfasts, lunches and evening galas, all with a sporting theme to them. Members may find themselves at an action packed sport event one month, a breakfast at a sporting venue the next and at a black tie sport charity dinner another. This variety keeps the network vibrant and exciting.

MANAGED NETWORKING

Most people have been to a networking event and have left feeling frustrated that they only met a fraction of the people who were there. Worse still is that they have no real control over who they meet.

OUR OBJECTIVE IS TO REMOVE THE RANDOM FROM BEING IN A NETWORK

Every member is allocated an account manager whose job is to make strategic connections for them. Because we have a unique insight into every member's business we see connections that others may not, apparent. At the same time if a member specifically wants to meet another member outside of a networking event the account manager will make this happen.

This allows our members to relax at events safe in the knowledge that if they miss a connection with someone their account manager will sort it out for them at a later date. This leaves them free to build on their existing relationships.

Ian Jeffery and Brian Ruggles from Ruggles & Jeffery
*Proud sponsors of the Lakeside Hammers Speedway team –
a deal conceived and brokered by Sport Business Network*



BUILDING AN EFFECTIVE NETWORK

Perfectly summarised by Tom Peters, an outstanding business guru, the best way to develop a great network is to think about other people first.



BRAND YOU IS WHOLLY DEPENDENT ON A GREAT NETWORK.

THEREFORE BRAND YOU IS TIGHTLY LINKED TO UN-SELFISHNESS ”

Many people make the mistake of thinking that a network is a sales pipeline and they become frustrated when the “leads” don’t convert into revenue. In reality this is no surprise – people don’t want to be sold to when they join a network. Indeed, the best networkers look to build long term mutually beneficial relationships which, in most cases, yield significantly better results than short term sales.

However, this doesn’t come naturally to most business people and in fact there is a real skill to this. The SBN helps its members to build strategically valuable networks. We encourage them to understand that their network must include a wide variety of people and organisations not just potential customers. Once they know how to build a network we then show them how to maximise their returns from it.

- 1 Understand that networking is **not about selling**
- 2 Networking is not a short term solution so if you can’t wait for the results it will bring in the long term, do something else
- 3 See your networking activity as **complementary** to, and not a replacement for, all other marketing you do
- 4 Attending networking events is a tactical activity – the strategy is to **build long term advocates** for you and your business
- 5 Don’t just look for potential customers at events – they rarely turn out that way anyway – but instead be open to meeting a range of people, even those who may become suppliers
- 6 When you meet new people don’t think about your own aims but instead **think how you could help** the people you meet
- 7 Be proactive and spend some time looking at the web sites of the people you meet and try and help them even in a small way – this will move you closer to the centre of their radar
- 8 Set aside some time once a month to **keep in contact** with your new found network – don’t let the grass grow under your feet
- 9 Deliberately connect them to others in your network and they will do the same if you set the tone
- 10 Take it seriously – make networking part of your working day



SUPPORTING COMMUNITY SPORT

Our higher goal is bringing sport into all of our lives. We don't do this ourselves; instead we have literally hundreds of partnerships with organisations who do.

The SBN acts as a mouthpiece for community sport and the organisations within it. These include professional clubs, local authorities, governing bodies, sports charities, individuals and thousands of amateur clubs up and down the country. Collectively they make a massive difference to the lives of thousands of people of all ages and the good news that comes out of this world is truly inspiring. However, the world of community sport also has its own very attractive networks, more often than not including public sector, security services, healthcare trusts, housing associations, journalists, politicians and social philanthropists. By joining the SBN and by supporting our sports partners this world could open up to you.

MEMBER PROFILES

95% OF SBN MEMBERS ARE NOT IN ANY OTHER NETWORKING GROUP – THAT SPEAKS VOLUMES

Most are SME's employing between 10 and 300 people and they come from at least 30 different industry sectors. They are successful and busy, ambitious and well connected and they all understand that sharing their contacts with people they trust will pay big dividends for their own business. Sport, and making society a better place through sport, is very important to them and they like to do business with people who share their values.

A WORD FROM OUR MEMBERS

We have so many glowing testimonials from our members that we can't begin to publish them all here. You can find some of them at: **www.sportbusinessnetwork.com**

Alternatively here are some words from just a few of our members:



Networking at it's best, thank you to you and your team"

Anna Daniels, Daniels Fitness



Thank you for all the effort you and the broader team put in for a great night. As I flick through the cards I gathered I am stunned at the potential value and credibility of everyone I met. It must be another resounding success for SBN and a fantastic portent for the future"

Fergus Ross, Warners Solicitors



Congratulations on an excellent event!

I was very impressed, with the organisation and in particular with the number of people that attended.

Certain discussions led to a couple of unexpected links that I hadn't been aware of when I looked through the delegate list beforehand"

David Dommett, Group IT Director,
The Jockey Club



***SPORT
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COME AND JOIN US

We would be delighted to tell you more about the SBN and our phenomenal growth. We are certain that if you like sport, want to get involved in projects that genuinely make a difference to society, and discover how to build a powerful business network, you will want to join the SBN. For further information or to set up a meeting, please contact:

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